What is claimed is:

1.   A method for the rental of advertising space in facilities,
comprising:

5   providing an information system which comprises a database, the
database containing stored data upon a plurality of facilities which have
space available for advertising and promotional purposes; allowing access
to the database by users so that they may review the stored data and select
at least one facility where they wish to use the available advertising space;

10   and
providing a booking capability on the system such that the
advertising space at the at least one facility may be booked by the user.

2.   The method of Claim 1, further comprising the step of providing an
15 introduction capability on the system such that the user and the owner of the at
least one selected facility may be put in contact with one another.

3.   The method of Claim 1, wherein users may only access the
information database once they have registered and been assigned an identifying
20 code by the system.

4.   The method of Claim 3, wherein the identifying code comprises a
username and password.

25   5.   The method of Claim 1, further comprising the step of providing a
search capability on the system so that a user may search for facilities whose data
matches the requirements of that user.

6.   The method of Claim 2, wherein the facility owner may access the
30 system via a secure intranet.

7.   The method of Claim 1, wherein the data stored in the database is selected from one or more of the group comprising geographical location, exclusions, pricing structure, footfall statistics, customer demographics, technical

5   data, site dimensions, key retail occupants and site availability.

8.   The method of Claim 1, wherein the user accesses the system via the Internet.

10   9.   The method of Claim 1, wherein the plurality of facilities are shopping malls.

10.   A system for the rental of advertising space in facilities, comprising:
a memory device storing a program;

15   a processor in communication with said memory; said processor operative with said program to:
          provide a database containing stored data upon a plurality of
          facilities which have space available for advertising and promotional
          purposes;

20   allow access to the database by users so that they may review the
          stored data and select at least one facility where they wish to use the
          available advertising space; and provide a booking capability on the system
          such that the advertising space at the at least one facility may be booked by
          a user.

25

11.   The system of Claim 10, wherein the processor further provides an introduction capability such that a user may contact the owner of a selected facility directly.

12.   The system of Claim 10, wherein the database may only be accessed by a registered user having an identifying code.

13.   The system of Claim 12, wherein the identifying code is provided to
5   the user by the system when the user accesses the system for the first time.

14.   The system of Claim 12, wherein the identifying code is a username and password.

10   15.   The system of Claim 10, wherein the data stored in the database is selected from one or more of the group comprising geographical location, exclusions, pricing structure, footfall statistics, customer demographics, technical data, site dimensions, key retail occupants and site availability.

15   16.   The system of Claim 10, wherein the system is accessed via the Internet.

17.   The system of Claim 10, wherein the system further comprises a telephone help center.
20

18.   The system of Claim 10, wherein the booking capability further comprises a secure intranet whereby a facility owner may view existing bookings.

19.   The system of Claim 10, wherein the plurality of facilities are
25   shopping malls.